

Measurement Plan

Bintang Azhari Website

Objective

Audience, Hook, Revenue Stream, Improvement

Objective

Deconstruct My Audience's Journey

Gain total clarity over how users move through my pages, pinpointing exactly where their attention lingers and what sections they skip entirely.

Pinpoint Hook Factors & Appeal

Uncover the exact topics, traffic sources, or keywords that draw people to my site, and determine which featured projects are most appealing to prospective clients.

Uncover New Revenue Stream Areas

Utilize real-time user behavior to place my high-value calls-to-action (CTAs), case studies, and booking links where they naturally capture maximum intent.

Establish Evidence-Based Workflows

Stop relying on gut-feeling design tweaks and transition to an ongoing optimization system where every single site update is supported by clear user metrics.

Objective

Deconstruct My Audience's Journey

Gain total clarity over how users move through my pages, pinpointing exactly where their attention lingers and what sections they skip entirely.

What to Collect:

- Page Path/Title
- Viewed Page
- Average Session Duration, Engagement Rate & Bounce Rate
- Journey Path

Objective

Pinpoint Hook Factors & Appeal

Uncover the exact topics, traffic sources, or keywords that draw people to my site, and determine which featured projects are most appealing to prospective clients.

What to Collect:

- UTM Tracking
- Session & Medium
- Keyword/Search Term
- Category/Tools on the project

Objective

Uncover New Revenue Stream Areas

Utilize real-time user behavior to place my high-value calls-to-action (CTAs), case studies, and booking links where they naturally capture maximum intent.

What to Collect:

- CTA Click
- Form Submission
- Calendar Booking

Objective

Establish Evidence-Based Workflows

Stop relying on gut-feeling design tweaks and transition to an ongoing optimization system where every single site update is supported by clear user metrics

What to Collect:

- Click Heatmap
- Session Duration
- Session Replay

Approach

Use **GA4** & **Clarity** to collect user journey & activity and user behaviour

GA4

User Journey & Activity

- Acquisition
- Event/Interaction
- Journey Path

Clarity

User Behaviour

- Click Heatmap
- Session Duration
- Session Replay

Strategy

Implementation

Tracking Plan

Event & Parameter Collected

#	Event Name	Description	Parameter	Implementation
1	page_view	When a user lands on a page		Browser-side
2	scroll	When a user scrolls on a page	scroll_depth	Browser-side
3	search	When a user searches a topic/category/tools by having a search on search field, clicking certain category/tool	search_term section category tools	Browser-side
4	select_content	When a user clicks a project from a card	content content_id category tools	Browser-side
5	view_content	When a user lands on a project page	content content_id category tools	Browser-side
6	click_cta_project	When a user clicks a cta to a form submission	content content_id	Browser-side
7	generate_lead	When a user submits a form on contact page	lead_source	Browser-side
8	calendar_booking	When a user books a discussion via chatbot	user_data	Server-side

Tracking Plan

Parameter Definition

#	Parameter	Data Type	Description	Example	Parameter Type	Status
1	scroll_depth	int	Depth of scroll	25,50,75	Standard	Mandatory
2	search_term	text	Phrase or keyword use to search	python, google analytics	Custom	Mandatory
3	section	text	Element location of the search	project-card, word-cloud, discover-projects, search-nav	Custom	Mandatory
4	category	text	Category of selected project	automation, data-analysis	Custom	Optional
5	tools	text	Tool of selected project	python, n8n, gtm	Custom	Optional
6	content	text	The title of a project	Virtual Assistant Using Chatbot	Standard	Mandatory
7	content_id	text	The unique identifier of a project	virtual-assistant-using-chatbot	Standard	Mandatory
8	lead_source	text	The project title that leads to form submission	Virtual Assistant Using Chatbot	Standard	Optional
9	email	text	Email of the user	bintang@test.com	Standard	Optional
9	phone	text	Phone number of the user	+82123341231	Standard	Optional
9	name	text	Name of the user	Bintang Azhari	Standard	Optional

Tracking Plan

Event: page_view

Trigger: When a user lands on a page

Home Project Reference About Contact

Search category, tools, etc... Download CV Discuss

Hi, Welcome

It's Bintang Azhari

DATA ANALYST | ANALYTICS CONSULTANT

Mid-Senior Analytics Professional with an extensive background in marketing data-tech, tracking, automation, and data analytics for prominent international organizations. Passionate about empowering multinational teams with intuitive analytics insight backed with data, accurate data collection and effective & efficient operational

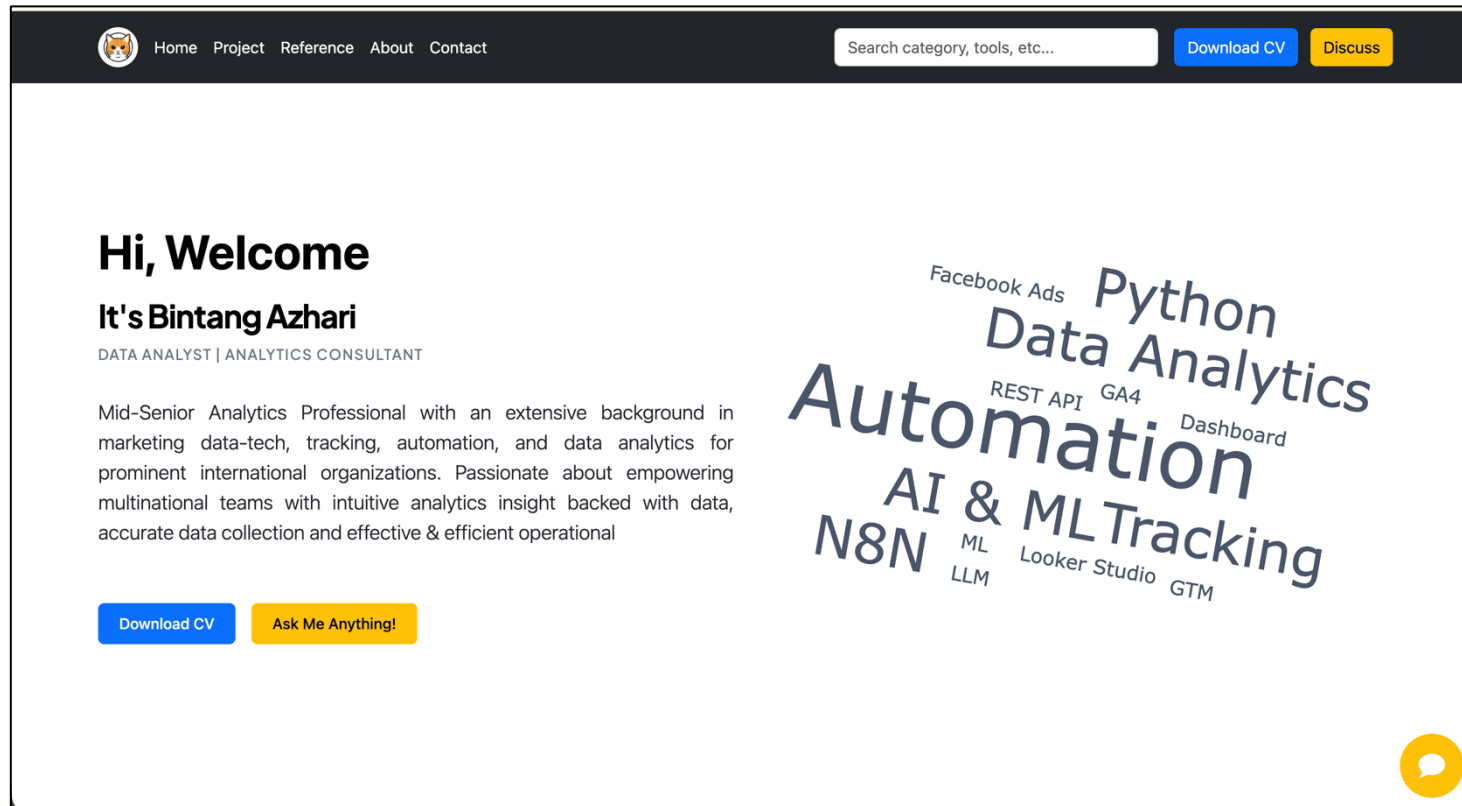
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Automation
AI & ML Tracking
N8N ML LLM
Looker Studio GTM

Tracking Plan

Event: scroll

Trigger: When a user scrolls on a page



Parameter	Description
scroll_depth	How deep of the scroll relative to the page

Example

Parameter	Value
scroll_depth	50

Tracking Plan

Event: search

Trigger: When a user searches a topic/category/tools by having a search on search field, clicking certain category/tool

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Facebook Ads Python
Data Analytics
REST API GA4 Dashboard
Automation
AI & ML Tracking
N8N ML Looker Studio GTM
LLM

Parameter	Description
search_term	Phrase or keyword use to search
section	Element location of the search
category	Category of selected project
tools	Tool of selected project

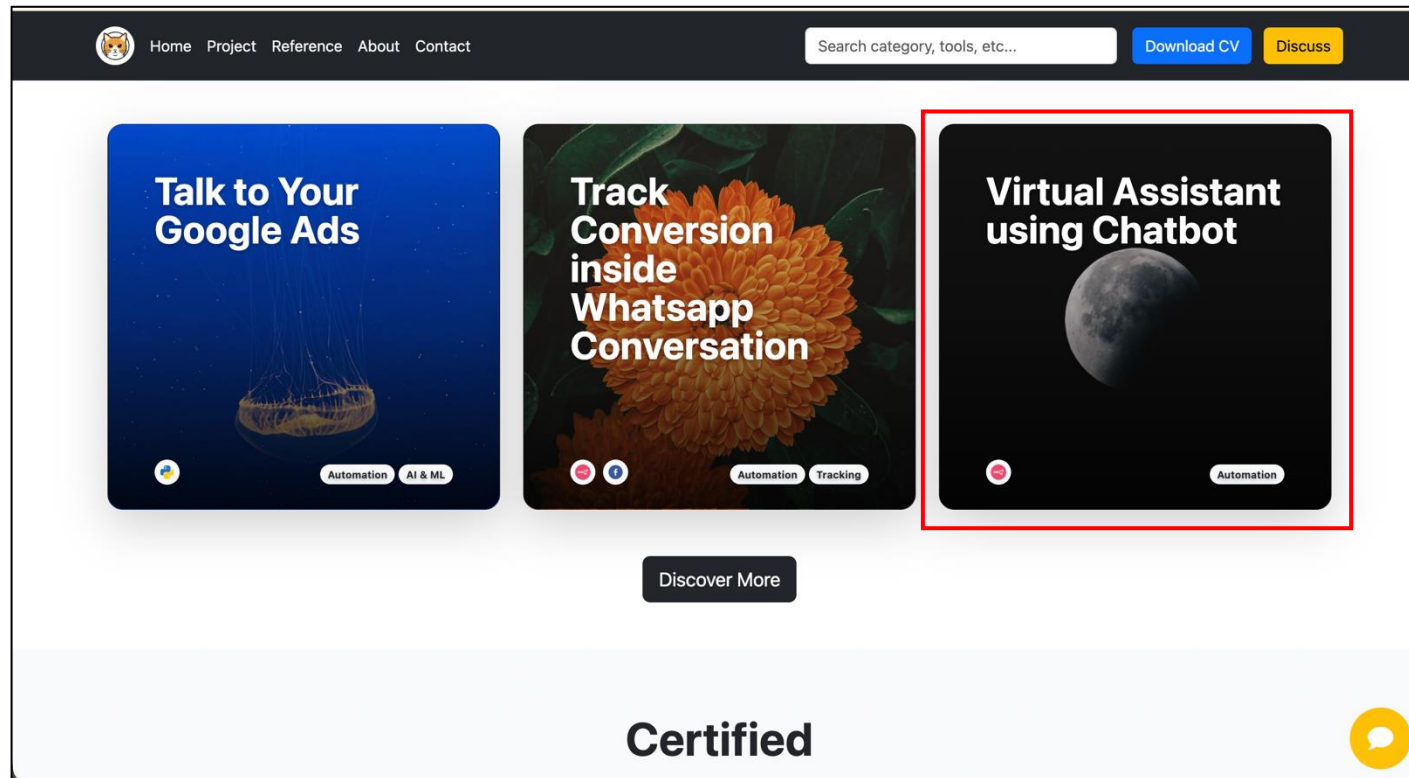
Example

Parameter	Value
search_term	python
section	word-cloud
category	<i>undefined</i>
tools	python

Tracking Plan

Event: select_content

Trigger: When a user clicks a project from a card



Parameter	Description
content	The title of a project
content_id	The unique identifier of a project
category	Category of selected project
tools	Tool of selected project

Example

Parameter	Value
content	Virtual Assistant using Chatbot
content_id	virtual-assistant-using-chatbot
category	automation
tools	n8n

Tracking Plan

Event: view_content

Trigger: When a user lands on a project page

The screenshot shows a project page with a dark navigation bar at the top containing a logo, links for Home, Project, Reference, About, and Contact, a search bar, and buttons for 'Download CV' and 'Discuss'. The main content area features a large title 'Virtual Assistant using Chatbot', a date 'Saturday, 19 July 2025', and tags 'Automation' and 'N8N'. A 'SUMMARY' section describes an AI chatbot. Below are sections for 'Background' and 'Requirements', with the latter listing 'AUTOMATION PLATFORM', 'LLM ACCOUNT', 'GOOGLE CLOUD PROJECT', and 'KNOWLEDGE BASE DOCUMENTS'. A yellow chat bubble icon is in the bottom right corner.

Parameter	Description
content	The title of a project
content_id	The unique identifier of a project
category	Category of selected project
tools	Tool of selected project

Example

Parameter	Value
content	Virtual Assistant using Chatbot
content_id	virtual-assistant-using-chatbot
category	automation
tools	n8n

Tracking Plan

Event: click_cta_project

Trigger: When a user clicks a cta to a form submission

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Interested in a similar automation project?
Let's collaborate to map out your goals, design system, or integrate custom intelligent components tailored to your needs.

Contact Me

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Project
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Parameter	Value
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category	automation
tools	n8n

Tracking Plan

Event: generate_lead

Trigger: When a user submits a form on contact page

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LET'S COLLABORATE

Get in Touch

Have a project mind, need an automation script optimized, or looking to integrate a custom certain tech? Drop a message and let's map out a solution together.

EMAIL ME
bintang_azhari@yahoo.com

BASED IN
Bekasi, Indonesia (UTC+7)

Full Name: John Doe

Email Address: john@example.com

Topic Reference (Optional): Article Reference

Category: Select a project segment...

Project Details / Message: Tell me a bit about your timeline, tech stack, or objectives...

Send Message

Parameter	Description
lead_source	The origin where the user comes from

Example

Parameter	Description
lead_source	linkedin

Additional: Tracking Plan

Capturing Lead Source & UTM

URL Query > Local Storage > Call Local Storage on GTM > Lead Source Parameter

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For Job/Content tracker

Parameter	Description
utm_source	The platform where the job is applied/link is published
utm_campaign	Whether it's a job application or link/content published
utm_content	The company where job is applied
utm_term	The role of the job applied